

Where It's @ Loudoun

News from the Frontier of Innovation

Loudoun County Department of Economic Development

Loudoun Goes International

Department's New Prospect Activity—March:

- ? Responded to 32 requests for general information
- ? Sent out 271 marketing packages
- ? Delivered 4 proposals and presentations
- ? Conducted 3 tours
- ? Worked with 13 new and 30 on-going prospects

- ? Loudoun DED participated in a recent inbound trade mission organized by the Greater Washington Initiative (GWI), which featured CEOs from seventeen technology firms from Ontario, Canada. The delegation visited Washington, D.C. to learn about the region's technology cluster and to establish business relationships with American companies. During a session at the International Gateway on March 20, DED's Business Ambassador Pam Treadwell made a presentation to the group, highlighting Loudoun's business-to-business opportunities, and distributing the new marketing package.



- ? On March 21, a sixteen-member delegation from the Province of Lianoning, China visited the Department of Economic Development. The delegation, primarily comprised of representatives from China's Economic and Trade Commission, gathered information on how local jurisdictions in the United States have attracted high-tech businesses. Of particular interest to the group was Loudoun's experience and business services. Economic Development Commission member Ray Patterson joined DED's Robyn Bailey and Pam Treadwell in hosting the visitors.



- ? Along with representatives from a number of county departments, DED met on March 18 with a nine-member delegation of government, academic and NGO leaders from the African countries of Guinea and Mali. Hosted by the Washington, D.C.-based Institute for Global Training, the delegation visited the United States to learn about local tax administration and economic development. Larry Rosenstrauch and Gary Hornbaker (Extension Services) met with the delegation in Leesburg, and Robyn Bailey and Warren Howell conducted the group on a bus tour of the county.



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DED Launches New Web Site

DED has activated its new web site: www.loudoun.gov/business. The new site, part of the County Government's main web site, will improve DED's ability to provide information.

The old DED web site, www.loudounva.com, will be deactivated in mid-April, but the URL address will automatically direct traffic to the new site.

Announcements and Expansions

New Business



Leesburg's new Hampton Inn facility is scheduled to open in early 2003.

- ? **Data Prompt Mailing Services** (www.dpmsi.com) has moved from Chantilly into 20,058 square feet of space at Beaumeade Business Park. The company employs approximately 15 people. Data Prompt provides full service mailing, marketing, and communications services, including online job-tracking for client projects.
- ? **AeroAstro** (www.aeroastro.com) will begin moving its Herndon headquarters to Ashbrook Business Park April 7. The company will employ 50 and will lease 21,000 square feet of space in the new park. AeroAstro has built some of the world's most advanced small spacecraft and has expertise in all areas related to satellite technology and miniaturized technology and communications.
- ? **Scott's Lawn Service** (www.scottslawnservice.com) will be opening a new facility this April at Airport Commerce Center in Dulles. The 13,000 square foot center will employ 30, with plans for future hires. Scotts Lawn Service is a division of the Ohio-based Scotts Company, and provides residential and commercial lawn care.
- ? **Hampton Inn** (www.hiltonworldwide.com) will open a new four-story hotel facility on Fort Evans Road in Leesburg in early 2003. The 58,157 square foot, \$3.5 million hotel will feature 101 rooms, and will have 20 to 25 employees. Hampton Inn operates more than 1,000 hotels in North and South America, and is owned by the Hilton Hotel Corporation.

Existing Business



The largest limousine service in Virginia, RLS is building its new headquarters facility in Sterling.

- ? **Reston Limousine Service (RLS, www.restonlimo.com)**, one of the fastest growing limousine service companies on the East Coast, has purchased 3 acres and is building a new 25,000 square foot facility in Sterling. The new company headquarters will feature a show room, driver lounge, car wash, kitchen, satellite TV, and an exercise room. Starting with just 5 cars in Reston in 1990, RLS has grown to a fleet of 86 vehicles, including 36 buses, 30 vans, 10 limousines and 10 sedans. RLS is the largest limousine service in Virginia, and has the third largest bus fleet in the country. RLS has leased 10,000 square feet of office and warehouse space at the Dulles 636 Centre on Shaw Road since 1994. The company has 170 drivers and 20 office staff. The company expects to hire additional employees in 2003.

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- ? **Loudoun Times Mirror** (www.loudountimesmirror.com) will be expanding their main Leesburg office by 8,000 to 10,000 square feet. The newspaper's office will also add a 4-level, 160-space parking deck and approximately 25 new jobs.
- ? Sweden-based **Scan Coin Inc.** (www.scancoin-usa.com) will move its U.S. headquarters in July from Beaumeade Business Park to the new Ashbrook development. Scan Coin is one of the world's leading companies in money processing equipment with subsidiary companies and dealers in over 100 countries. The 13,000 square foot space at Ashbrook will be a 7,000 square foot expansion, and the local office employs 10.



Scan Coin's new facility in Ashbrook will more than double the company's square footage in Loudoun.

Noteworthy

Out of oil paints, modeling clay, poster board or no-wrinkle rubber cement? Fans of **Michaels, The Arts and Crafts Store** (www.michaels.com) won't have to make the trek to Sterling for supplies anymore. The Texas-based Michaels chain is currently constructing a 24,000 square foot store at the Battlefield Shopping Center off the Route 15 Bypass in Leesburg. The new store is expected to open in late May. Michaels stores are large craft superstores offering a complete assortment of arts, crafts, framing, floral, decorative wall decor and seasonal merchandise, and are located in 48 states, Canada, and Puerto Rico.

The Loudoun Small Business Development Center (SBDC, www.loudounsbdc.org) continues to provide free and low-cost services to an ever-increasing number of entrepreneurs operating or starting new businesses. In comparison with January-March 2001, the total number of clients served so far this year is up nearly 90 percent. In addition, counseling hours are up 60 percent, and Start Your Business seminar attendance is up 66 percent. The SBDC's series of free seminars for April include "Grow Your Client Base," "Start Your Business," and "Publicity 101."



The Economic Development Commission (EDC) sponsored a table at the annual **School-Business Partnership** recognition breakfast on March 8, at which a number of Loudoun businesses were recognized for their involvement and ongoing support to Loudoun's public schools. During the event, two members of the EDC committed to becoming part of the School-Business Partnership program: Caroline Mansi of the Small Business Development Center, and Michele Spires of Old Dominion University. In addition, an EDC guest at the breakfast, Mike Senate of Dynamic Details, Inc., also agreed to join the Partnership and support Loudoun's public schools.

This year's annual Recognition Breakfast highlighted four local businesses for their participation in the **School-Business Partnership Program**. Allen Key, VP for Operations (fourth from left), accepts the award for the *Loudoun Times Mirror*. Other companies recognized for their contributions included: GAM Printers, Lockheed Martin Management and Data Systems, and Meadows Farm Nursery.

Loudoun County Department of Economic Development

1 Harrison Street, SE, 5th Floor
P.O. Box 7000
Leesburg, Virginia 20177
Phone: 703-777-0426
Toll Free: 1-800-loudoun
Fax: 703-771-5363

VISIT US ON THE WEB AT:
WWW.LOUDOUN.GOV/BUSINESS

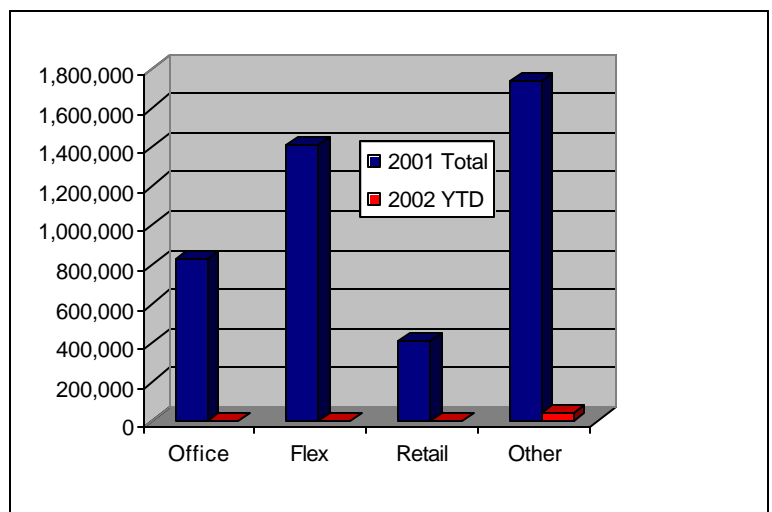
Department News

- ? DED Director Larry Rosenstrauch and Senior Marketing Manager Robyn Bailey presented to the **Mid-Atlantic Real Estate Marketing Association** on March 20. Thirty real estate professionals from Maryland and Virginia attended the event, and the presentation included an overview of the goals of the Economic Development Commission's Strategic Plan, as well as a discussion of Loudoun's growth and its three geographical regions.
- ? The Department has completed its search for a new **Regional Economist** to assist Cindy Richmond with economic and demographic research activities. We will introduce our newest team member at an upcoming EDC meeting.
- ? DED Marketing Manager Robyn Bailey will conduct a **Broker Briefing** on April 30 to present the new marketing package and Office & Industrial Park map. The event will be held at the Dulles Executive Conference & Training Center from 8:30 am to 10 am.

Construction Activity

In February 2002, Loudoun County permitted 37,726 square feet of nonresidential construction. The February value of new buildings (\$5,787,000) and alterations (\$9,537,605) is over \$15.3 million.

- ? Office — 4,446 SF in February and 0 SF in January
- ? Flex/Industrial — 0 SF in February and 0 SF in January
- ? Retail — 0 SF in February and 2,960 SF in January
- ? Other — 33,280 SF in February and 5,526 SF in January
- ? Taxable — 15,026 SF in February and 8,486 SF in January
- ? Route 28 — 0 SF in February and 0 SF in January



Nonresidential Construction — Square Feet Permitted
2001 Total and January-February 2002